

RELATIONSHIPS I: Test D

Read each textbook passage and answer the questions or follow the directions provided.

- A. ¹In surveys of what people think about advertising, one of the most common and consistent complaints is that it is annoying to see the same old stuff over and over again. ²Yet even though repetitive advertising is regarded as irritating, there are a couple of reasons why advertisers continue to use it. ³First of all, repeated ads are cost-efficient. ⁴With the high cost of creating and producing new advertising ideas and slogans, it makes sense to stick with proven winners. ⁵Moreover, the familiarity brought about by repeated exposure to advertising has been found to create attraction and liking. ⁶How familiarity can result in sales can be seen in a typical trip to the grocery store in search of a laundry detergent. ⁷We go to the detergent section and see a staggering array of brand names. ⁸Because it doesn't much matter which one is purchased, we may simply reach for the most familiar one—and chances are it is familiar because we've heard and seen the name on television commercials over and over again. ⁹Research studies have confirmed that more exposure results in increased liking.

1. The main pattern of organization of the selection is
 - A. list of items.
 - B. time order.
2. The major supporting details of the paragraph are introduced with the transitions *first of all* and _____.

- B. ¹According to most social psychologists, stereotypes are basically false for three reasons. ²First of all, they exaggerate the differences between groups (for example, Irishmen are drunks; Jews don't drink), and they take no account of the millions of individual differences within groups. ³Furthermore, they often carry the totally unproven assumption that the group's behavior is biologically determined. ⁴Third, many of the traits assigned through stereotyping are simply not there. ⁵For example, contrary to popular opinion, homosexuals do not have a distinct personality type. ⁶According to research, most homosexuals are indistinguishable from heterosexuals in personality as well as in manner and appearance. ⁷Also, women are not the bad drivers many believe they are. ⁸Every year the percentage of women drivers responsible for automobile accidents is much smaller than the percentage of male drivers causing accidents.

3. The main pattern of organization of the selection is
 - A. list of items.
 - B. time order.
4. The topic sentence is sentence number _____.
5. The major supporting details are signaled with the transitions *first of all*, _____, and *third*. (Continues on next page)